

creating a section level associated with the chat session based on the section trigger;
 adding one or more user accounts to the created section level based on the identified subset, wherein subsequent messages from the added user accounts are included in the filtered subset; and
 generating a display of the section level accessible to the added user accounts, wherein the displayed section level includes the filtered subset that correspond to the one or more filtering attributes.

11. The non-transitory computer-readable storage medium of claim **10**, further comprising instructions executable to display a new message from one of the added user accounts in the section level accessible to the other added user accounts.

12. The non-transitory computer-readable storage medium of claim **11**, wherein the section level allows the added user accounts to communicate private messages with each other added user account.

13. The non-transitory computer-readable storage medium of claim **12**, wherein access to the private messages is restricted to the user accounts that have been added to the created section level.

14. The non-transitory computer-readable storage medium of claim **10**, further comprising instructions executable to track activity from the added user accounts.

15. The non-transitory computer-readable storage medium of claim **14**, wherein information regarding the tracked activity is displayed in the aggregated level.

16. The non-transitory computer-readable storage medium of claim **10**, wherein detecting the section trigger comprises detecting that a predetermined threshold of user accounts participating in the chat session has been met.

17. The non-transitory computer-readable storage medium of claim **10**, wherein the filtering attributes are based on profile information associated with the user accounts participating in the chat session.

18. The non-transitory computer-readable storage medium of claim **10**, further comprising instructions executable to switch between a display of the section level and a display of the aggregated level.

19. A system for filtering stream chat messages, the system comprising:

a network interface that receives one or more messages from a chat session associated with a stream, wherein the messages are received from a plurality of user accounts and aggregated for display in an aggregated level of the chat session, and

a processor that executes instructions stored in memory, wherein execution of the instructions by the processor: detects a section trigger associated with one or more filtering attributes; and

filters the received messages based on the one or more filtering attributes, wherein a subset of the received messages is identified as meeting the one or more filtering attributes,

creates a section level associated with the chat session based on the section trigger,

adds one or more user accounts to the created section level based on the identified subset of the received messages, wherein subsequent messages from the added user accounts are included in the filtered subset; and

generates a display of the section level accessible to the created section level for the added user accounts, wherein the displayed section level includes the filtered subset of received messages that correspond to the one or more filtering attributes.

20. The system of claim **19**, wherein the section level further displays a new message from one of the added user accounts, the section level accessible to the added other user accounts.

21. The system of claim **20**, wherein the section level allows the added user accounts to communicate private messages with each other added user account.

22. The system of claim **21**, wherein access to the private messages is restricted to the user accounts that have been added to the created section level.

23. The system of claim **19**, wherein the processor further tracks activity from the added user accounts.

24. The system of claim **17**, wherein information regarding the tracked activity is displayed in the aggregated level with the aggregated messages.

25. The system of claim **19**, wherein the processor detects the section trigger by detecting that a predetermined threshold of user accounts participating in the chat session has been met.

26. The system of claim **25**, wherein the filtering attributes are based on profile information associated with the user accounts participating in the chat session./

27. The system of claim **19**, wherein the processor further switches between a display of the section level and a display of the aggregated level.

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